



## Research Article

Volume-03|Issue-05|2022

## The Nexus of Kwame Nkrumah Mausoleum and Cape Coast as Case Study

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## Article History

Received: 20.05.2022

Accepted: 28.05.2022

Published: 31.05.2022

## Citation

Antwi-Boasiako, A. (2022). The Nexus of Kwame Nkrumah Mausoleum and Cape Coast as Case Study. *Indiana Journal of Humanities and Social Sciences*, 3(5), 47-54.

**Abstract:** It was highly based on exploratory and qualitative work from archives and other documents sources to aid this work. Works from articles, documents and internet became valuable sources of reliable information. Categorically, they were taken and analysed as a valuable information for this write-up.

**Keywords:** Slave Trade, Nkruma Mausoleum, City Centers, UNESCO, and Liberation.

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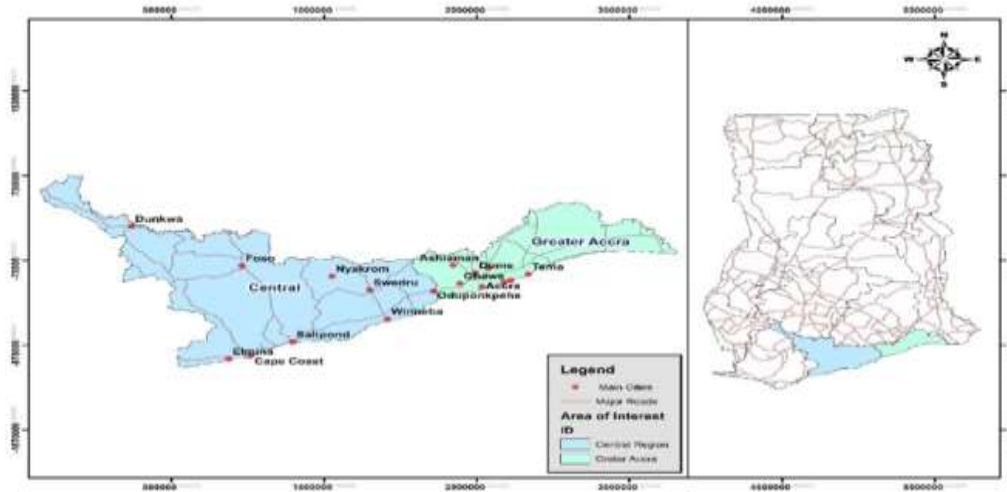
## INTRODUCTION

A case study was the preferred methodology to unpack the research aims and objectives. In Robson's (2002) view, a case study is a strategy for doing research that involves an empirical investigation of a particular contemporary phenomenon within its real-life context using multiple evidence sources. According to Creswell (2002), a case study is an in-depth exploration of a bounded system (developing an in-depth understanding of a case or fixed system) based on extensive data collection. Bromley (1986) refers to a case study describing and analyzing a particular entity like natural occurrence within definable boundaries. On his part, Yin (1994) states that: "a case study is an empirical inquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not evident". In Smith's (1991) view, some researchers often claim strongly that case study research is predominantly qualitative rather than quantitative. Others also take a more balanced perspective to characterize and classify case study research as suitable for quantitative and qualitative research (Creswell, 2018). Therefore, the case study is a research methodology based on discrete and bounded entities within which the phenomenon and real-life context are inseparable facets of research. The case studies used for this research are two of Ghana's most popular tourist destinations – Kwame Nkrumah Mausoleum and the Cape Coast Castle.

As already indicated, the two research locations were selected due to their historical

significance within Ghana's political history. Their respective place attachment significance translates into their dominance in the tourism industry. For example, prior studies indicate that most first-time foreign tourists spend at least two nights (day of arrival and departure) in Accra (Asiedu, 1997; & Acheampong, 2006). Similarly, empirical studies further indicate that visiting the Cape Coast Castle has always been among the most tourists' wish-list to Ghana. Research shows that accommodation, restaurants, and infrastructure networks have significantly increased since the 1980s (Asiedu, 1997).

Additionally, important hosting of some national events like the Pan African Festivals (PANAFEST), Emancipation Day Celebrations, and National Festival of Arts and Culture (NAFAC) have all helped introduce the research locations to the world. Significantly, the two research locations position the country to command a lot of appeal for tourists from England, Denmark, The Netherlands, Portugal, and France since its history is connected to theirs through the Trans-Atlantic Slave Trade. Many prior studies have revealed that the slave trade, though a horrific part of Ghana's history, is a crucial part of the lives of a generation of Africans who now live in the Diaspora. A typical case in point is when President Barack Obama and his family visited the Cape Coast castle in July 2009; a newspaper reported that the President was in tears while on the historic site (Daily Guide, 2009). The tours of castles and forts often hold a sense of nostalgia for many of people of African descent and give them an existing motherland experience (Acheampong, 2006).



**Figure 1.** Map of Ghana showing the two research locations (Accra & Cape Coast).  
**Source:** Author, 2022

## THE KWAME NKRUMAH MAUSOLEUM

The Kwame Nkrumah Mausoleum, (or Nkrumah Memorial Park) is the last resting place of the first President of Ghana. It is dedicated to him for his outstanding campaign to liberate Ghana (then Gold Coast) from colonial rule on 6th March 1957. The Mausoleum, which was officially opened on 1st July

1992 (after 20 years of his death), is situated on the same grounds where Dr Nkrumah led Ghana to liberation from colonialism. The Mausoleum is located at the heart of Accra metropolis, Ghana's political and economic capital (Crenstil & Owusu, 2019). Historically, Accra at birth could be perfectly described as a port, a distributive trading centre and the seat of Government. By its function as a major trading and administrative centre.



**Plate 1:** The entrance and the tomb of the first President of Ghana  
**Source:** Dreamstime .com/ 10/2018

Accra exerts more influence over the whole country regarding population movement and trade. Today, most international tourists to Ghana spend a greater number of their days in Accra, which has the best hotels, restaurants, beaches, and nightclubs. Besides, the only international Airport (the Kotoka International Airport) is in Accra. Additionally, Accra is the home to the traditional University of Ghana and the country's biggest hospitals (Korle Bu, 37 Military, Police hospitals). Further, all the headquarters of all public and civil organizations are located in the city, including international UN agencies and multinational companies (Owusu & Oteng-Ababio, 2015).

Geographically, Accra lies on the southern edge of the Accra plains (Yankson & Bertrand 2012; &

Melara *et al.*, 2013). These extremely pleasant, sparsely-wooded and undulating grasslands, backed by the Shai and Akuapim ranges of hills in the north and bounded by the sea in the south, are the area's principal feature. The indigenous Ga speaking peoples probably immigrated to this particular stretch of coast in the 16<sup>th</sup> century from what is now called Nigeria (Quarcoopome, 1993). The first Accra settlements are generally accepted as being the fishing villages now called Ussher Town and Osu (Acquah, 1950). Forts and trading posts were built during the 17<sup>th</sup> century and remained as Ussher Fort, James Fort and the Christiansburg Castle, which until 2013, used to be the seat of Government (Quarcoopome, 1993; & Yankson & Bertrand, 2012).



**Plate 2:** The frontage of Nkrumah mausoleum with the statue of Nkrumah  
**Source:** Dreamtime.com 10/2018

As earlier indicated, the Kwame Nkrumah Memorial Park is located in Osu, an Accra's indigenous community. The Mausoleum houses the mortal remains of Dr Nkrumah and his wife, Fathia Nkrumah. Built on a five-acre former British polo grounds where Nkrumah and his colleagues once stood and declared, "Ghana is free forever", from British colonial rule. The Museum hosts rare artefacts relating to Ghana's independence, and tours at the park give visitors the in-depth history of

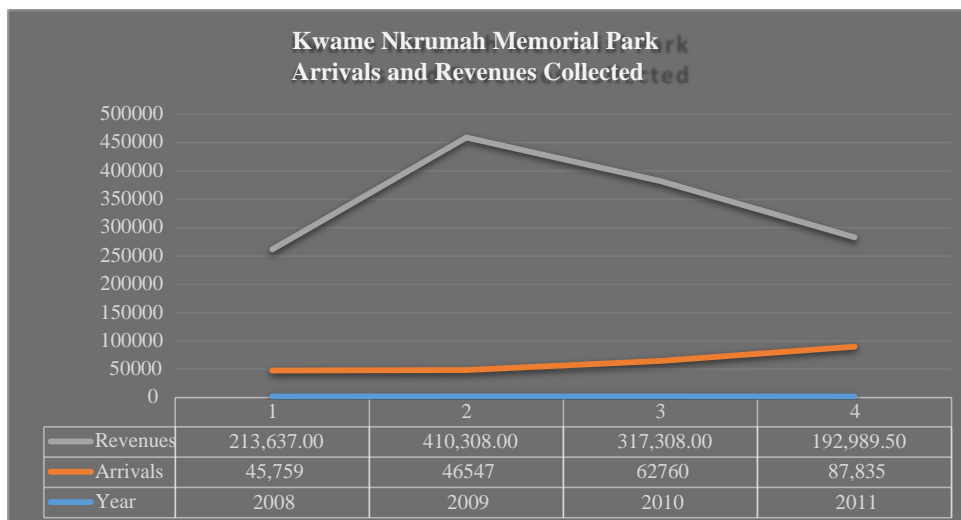
the sub-Saharan anti-slavery struggles and the fight for freedom. It also holds vital artefacts of Nkrumah's life story and serves as the location that marked the transition of the name Gold Coast to Ghana. The Mausoleum provides a front for Nkrumah's statue (see Plate 1), whereas the Museum is underground and does not compete with the Mausoleum for attention. Rhythm, contrast, and harmony were the main principles of design used in this building.



**Plate 3:** Tourists Destination Place  
**Source:** Author, 2022

The Mausoleum, and several nearby tourists' destinations (see Plate), has become one of the most attractive joints in the capital. For example, adjacent to the park is the Arts Centre, where one can purchase various crafts and apparel. Just nearby in Osu is the independence arch and independence monument (the Black Stargate), which are national monuments signifying Ghana's independence. Further, Accra's most famous market (the Makola Market), where you can

shop for everything edible to clothing and footwear (both local and foreign), is also at a walking distance away. The Mausoleum is also situated near the Jamestown lighthouse, one of Accra's oldest districts built in the 1930s to replace the original one built by King James I in 1871. Pictorially, the Jamestown lighthouse tower offers visitors a great view of James Fort and Usher fort.



**Figure 2:** Total arrivals and receipts at Nkrumah Memorial Park (2008, 2011 and 2019)  
**Source:** Ghana Tourist Board [GTB], (2012)

In terms of economic receipts, available data shows that tourist arrivals and tickets show steady and positive trends in 2008 and 2009, before suffering a slight dip in 2010 and 2011. Tourist arrivals increased from 45,759 in 2008 to 87,835 in 2011. Figure 2 presents the total tourist arrivals and receipts from 2008 and 2011. This was a significant increase, even though that was far below the target of 200,000 by 2010, which was set in the Tourism Strategy of the Ministry of Tourism and Diaspora Relations. By 2019, it jumps to 98,678 when www.statista.com was listing tourist attraction sites in Ghana, Nkrumah Memorial was second from Kakum National Park.

### THE CAPE COAST CASTLE

Cape Coast Metropolis, a previously Ghana's capital city, was once the seaboard centre of all businesses in the country. The city geographically lies on a promontory jutting into the Gulf of Guinea of the Atlantic Ocean and about 120 km southwest of Accra, the national capital. It occupies a land area of approximately 122km square. This historic city, named "Cabo Corso" meaning Short Cape by the Portuguese, once served as the largest slave-trading centre in West Africa. The settlement was a fishing community of barely any indigenous descendant, and the name was later changed to Cape Coast by the British.



**Plate 4:** The Cape Coast Castle  
**Source:** Author, 2022

From colonial days through the slave trade to the present day, this indigenous city prides itself as Ghana's number one tourism hub. With several tourist historic sites, monuments and castles, one cannot visit Ghana without visiting Cape Coast. Plate 5 the frontage of the Cape Castle. Located in Cape Coast in the Central Region of Ghana is one of UNESCO's World Heritage sites, the Cape Coast Castle. The Cape Coast Township is bounded to the south by the Gulf of Guinea

and the beach front created by the ocean, coupled with its proximity to Elmina (La Mina- the first point of call by the Europeans) makes it one of the great tourist attractions in Ghana. It was the European colonial capital with many Europeans like the Portuguese, Danes, and British. The traditional and finest name Cape Coast is popularly known as "Oguaa" originates from the Fante word 'gua,' meaning the market for

selling fish, slaves, gold, other agricultural products, etc.



**Plate 5:** Frontage Of The Cape Castle  
**Source:** Author, 2022

Historically, Cape Coast was founded by the Guans around the late 13<sup>th</sup> and early 14<sup>th</sup> centuries (Bruner, 2005). The people then were fisherfolks, with a few owning small farms to support their livelihood. They formed the aborigines of Ghana but now lived in the pocket (scattered) communities worldwide. The history of Cape Coast is about the slave trade, which brought together slaves from all over Africa countries,

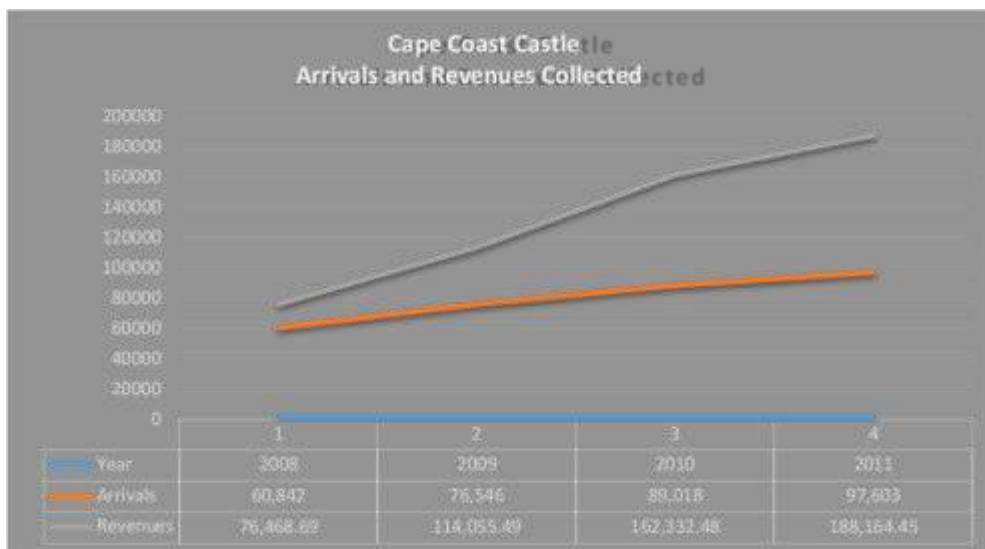
including Niger and Burkina Faso. Today, the city is a pale shadow of itself, even though today, the city boasts of high profile secondary and tertiary institutions. In recent times, a world-class library has been built in honour of the former President of Ghana, Professor. John Evans Atta Mills near the Cape Coast Castle (see Plate 6).



**Plate 6:** John Evans Atta Mills Presidential Library  
**Source:** Author, 2022

The Cape Coast Castle is one of the three world-class historic structures being preserved as part of UNESCO's 314 world heritage monuments for preservation and operates officially and legally under the Ghana Museums and Monuments Board (Acheampong, 2006). Other key tourist sites include historical sites like the Fosu lagoon, Asafo Shrines, the Lighthouse, and the colonial governor's residence (Arthur & Mensah, 2006). Figure 3 provides an analysis of trends of tourist arrivals (Ghanaians and non-

Ghanaians) and receipts at the Cape Coast Castle between 2008 and 2011. From the table, the tourist arrivals grew substantially from 60,843 in 2008 to 97,603 in 2011 while receipts correspondingly rose from US\$76,468 to US\$ 188,164 over the period. Though there is a genuine concern regarding the availability, reliability and sufficiency of data, the available data on tourist arrivals and receipts at the Cape Coast castle showed a continuous upward trend, which is very encouraging.



**Figure 3:** Tourist arrivals and receipts at Cape Coast Castle (2008, 2011 and 2019)  
**Source:** GTA (2012)

The foregoing has revealed that the importance of tourism to the local economy is growing with time. There is credible evidence depicting how tourism impacts local economies, jobs, health, and well-being - a compelling rationale to accelerate domestic tourism development in developing countries where million people today remain economically challenged (GSS, 2006; & GTA, 2018). According to Acheampong (2006), the sector has become important to the local economy for three reasons.

And to support this Boateng *et al.* (2018) Dark tourism: Exploring tourist's experience at the Cape Coast Castle, Ghana cited a tourist view on this matter 'This is how one of the tourists captured this experience; It was heart-wrenching to hear the cruelty inflicted by the European slave masters on the native population. But, one should visit such places to get a perspective on the rights we enjoy today (8 May 2017)''

First, incomes from the country's two main export items, cocoa, and gold, tend to fluctuate, thereby rendering expected income unpredictable. Secondly, receipts from tourism have shown a steady (7-10%) increase over the years. Thirdly, and perhaps most importantly, tourism is the only one of the country's top four foreign exchange earners whose contribution to GDP has increased consistently over the past years (GSS, 2006; Bank of Ghana. 2006; & GTA, 2018).

Indeed, the available data show that revenue from hotels and restaurants customers' tax grew from Gh¢ 24 million in 2000 to Gh¢ 65.3 million in 2003, increasing about 173 per cent. As cited in Boateng *et al.* (2018) "What transpired during the slave trade is worse than disgusting and to actually visit the place that some of the worst atrocities took place at, is mind-numbing. Prepare for an emotionally draining but necessary experience (29 August 2017)".

It is hoped that with the celebration of "Year of Return, Ghana 2019" which marked 400 years since the first enslaved Africans were shipped from Jamestown, Accra and arrived in Jamestown, Virginia, the USA in the year 1619, more activities will be instituted to attract inbound tourists, and domestic tourism as well. It is hoped emphasis will be placed on tourism to help preserve the country's historical and environmental heritage. Apart from the economic benefits, tourism has abundantly demonstrated its ability to present Ghana's unique cultural, historical and ecological heritage to the international community and to educate Ghanaians about their heritage. The Government, therefore, must use the industry as an alternative development strategy to help address broad national issues. It was www. Statista.com which gave Cape Coast Castle third position in 2019 with a figure of 88,124 as accessed on 12/02/2022.



**Plate 7:** Tourism  
**Source:** Author, 2022

## CONCLUSION

Indeed, Ghana is blessed with these tourist sites and Cape Coast Castle is listed among UNESCO 314 world heritage monuments preservation and protection. Gradually, they are doing well and serving as infringement of human right and Nkrumah Mausoleum given as liberation and hope for the whole of Africa. It is hope that ones we work hard in unison with the smaller ones coming up, Ghana will do better as an important tourist country in Africa. Now that ban on Covid-19 is lifted is expected that patronage will increase.

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